

Missouri Division of Tourism

ANNUAL REPORT FY14



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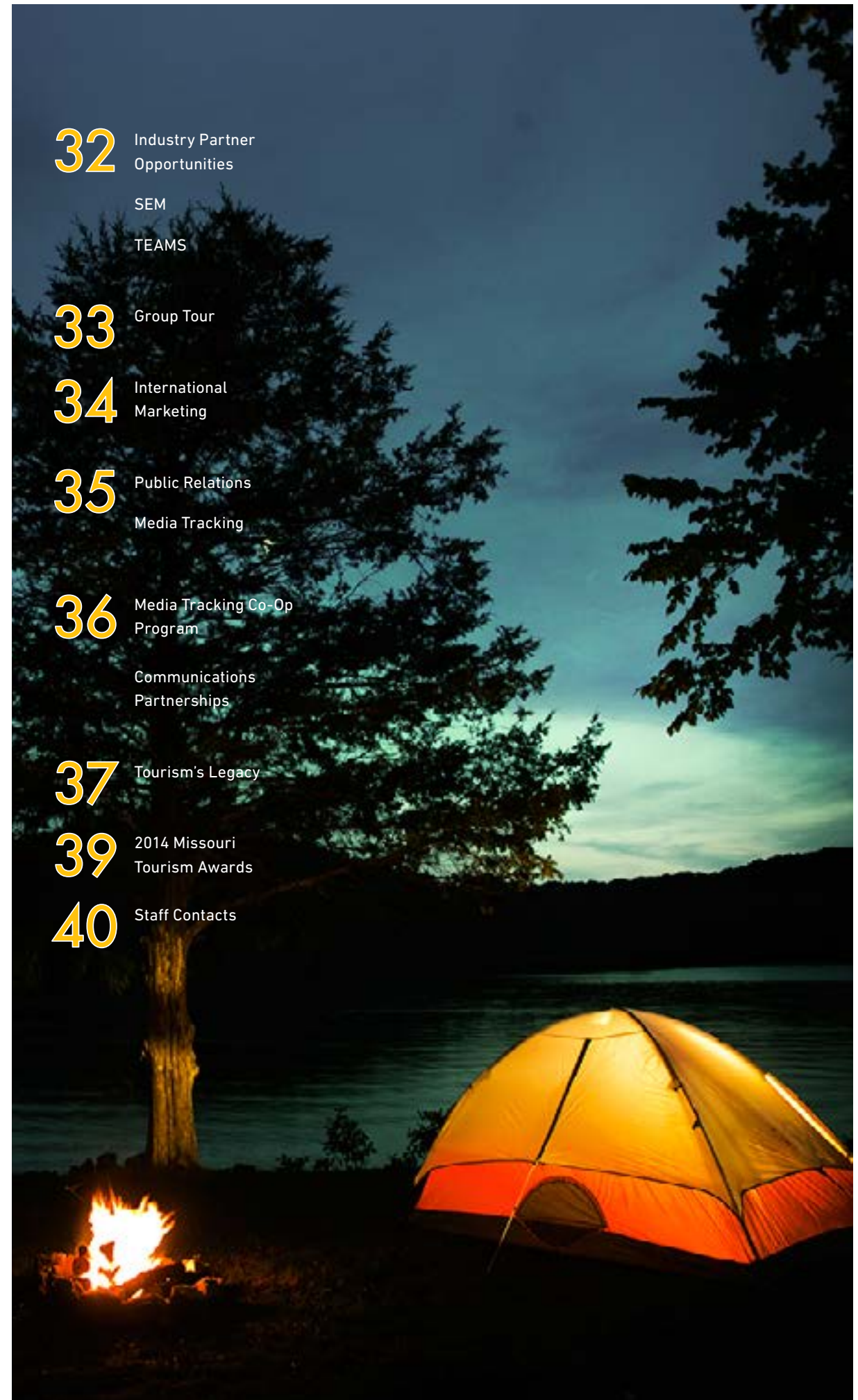
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LETTERS FROM THE GOVERNOR AND DIRECTOR



Friends—

In just a single day's drive through Missouri, one can experience a bustling metropolis, picturesque farm towns and some of the most beautiful natural resources in the country. From award-winning downtowns, to our nationally recognized trails system, Missouri is a great place to get outdoors.

Our tourism industry fosters appreciation for our state's treasures and allows us to share them with others from around the world. Sampling barbecue, touring a vineyard, seeing a ball game, or exploring the state parks—Missouri has a lot to offer travelers.

Tourism plays a vital role in Missouri's growing economy as well. In Fiscal Year 2014, Missouri welcomed a record 39.2 million visitors as tourism revenues grew by 5 percent, putting us well on our way to the forecast of 43 million visitors by Fiscal Year 2018. Visitors spent a combined \$11.6 billion, supported more than 290,000 jobs, and generated \$1.3 billion in state and local taxes that contribute to our communities' economic well-being. This growth equates to an additional \$562 million over the previous fiscal year, and a 10 percent increase since 2009.

On behalf of the people of Missouri, I want to express my appreciation to everyone who works with our Missouri Division of Tourism to promote our state, grow our tourism, travel and hospitality industry, and strengthen the foundation of communities across Missouri.

Sincerely,

A handwritten signature in black ink, appearing to read "Jay Nixon".

Jeremiah W. (Jay) Nixon
Governor



Competition in the tourism industry is fierce. While we work to increase domestic and leisure travel from established and emerging markets, there are many challenges ... and opportunities. The Missouri Division of Tourism's goal is to have a robust competitively-funded marketing program providing consistent resources to achieve success. The Division is dedicated to wise and strategic investments in travel promotion that will feed a virtuous cycle of economic benefits for Missouri.

We know that Missouri's variety continues to inspire and surprise visitors. Our new brand logo connects with those qualities. As we invite people to enjoy the show, we're inviting them to experience the variety – or, the show – that is the entire Show-Me State. This has been gratifying on several levels, as we connect with our travel customers by focusing on meeting their interests and appealing to their vacation goals. We are giving tourists an unexpected view of new and exciting ways to connect with loved ones while traveling here. The results have been equally as rewarding.

We have enjoyed record increases in incremental visitation, repositioned ourselves with new and repeat travelers, and received accolades from our industry peers, to include Platinum Award honors at the annual HSMAL awards gala. Under the bipartisan leadership of the Missouri Tourism Commission, we will continue to aggressively pursue opportunities to showcase Missouri and foster successful partnerships as we enter a new travel season.

A handwritten signature in black ink, appearing to read "Katie Steele Danner".

Katie Steele Danner
Director

TOURISM WORKS FOR MISSOURI

The Missouri travel industry is a leading export-oriented industry.

Make no mistake. The market for travelers is every bit as competitive as the beverage business or the market for new cars.

Missouri travel promotion efforts are led by the Missouri Division of Tourism and aimed at showcasing our diverse variety of tourism assets.

We are a research-based organization with the ultimate goal to grow market share by drawing more visitors – and the spending and tax revenue they generate – to and within Missouri. Visitor spending generates sales in lodging, food services, recreation, amusement parks, airlines, car rental companies, gas stations and retail businesses – the “travel industry.” These sales support jobs for Missouri residents and contribute tax revenue to local and state governments. Travel is especially important in the non-metropolitan areas of the state, where manufacturing and services are less prevalent.

In contrast to an industrial facility or a construction site that is readily identifiable, the travel industry has a much broader footprint in Missouri because it is composed of a diverse group of businesses found in every county in the state. The money visitors spend while in Missouri produces business receipts for these businesses, which in turn employ Missouri residents and pay their salaries.

State and local government agencies benefit from travel, too. The state government collects taxes on the gross receipts of businesses operating in the state as well as sales and use taxes levied on the sale of goods and services to travelers. Local governments also collect sales and use taxes generated from traveler purchases.

The evidence is clear: Wise investments in effective travel and tourism promotion feed a virtuous cycle of economic benefits.

MARKETING BUDGET BY PROGRAM

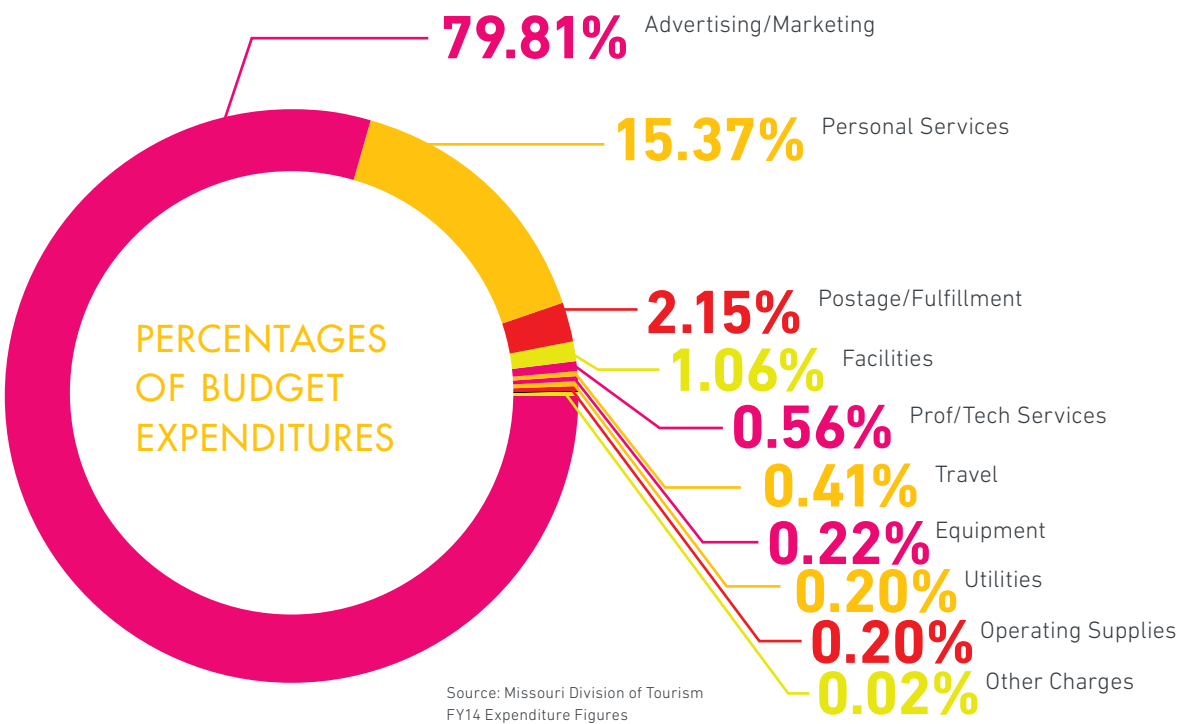
PROGRAM	TOTAL EXPENDITURES	PERCENT OF TOTAL
General Domestic Marketing	\$6,149,904	50.52%
Cooperative Marketing	\$2,852,510	23.43%
Welcome Centers	\$1,029,303	8.46%
Research	\$513,937	4.22%
Public Relations	\$393,229	3.23%
Digital Technology	\$377,474	3.10%
Fulfillment	\$369,253	3.03%
International	\$254,606	2.09%
Tour and Travel	\$232,582	1.92%
TOTAL	\$12,172,798	

Source: Missouri Division of Tourism FY14 Expenditure Figures and MDT Agency Expenditure Report Master Budget FY14

17 TOURISM-RELATED SIC CODES (STANDARD INDUSTRY CLASSIFICATION)

	SIC CODE	CODE TITLE	FY14 EXPENDITURES*
1	5811	Eating Places Only	\$3,887,975,889
2	5812	Eating and Drinking Places	\$4,812,991,897
3	5813	Drinking Places - Alcohol Beverage Only	\$384,929,615
4	7010	Hotel, Motel and Tourist Courts	\$1,469,524,435
5	7020	Rooming and Boarding Houses	\$1,398,207
6	7030	Camps and Trailer Parks	\$53,239,038
7	7033	Trailer Parks and Campsites	\$11,798,194
8	7041	Organization Hotel and Lodging Houses	\$52,357,197
9	7920	Producers, Orchestras, Entertainers	\$44,447,396
10	7940	Commercial Sports	\$371,838,770
11	7990	Misc. Amusement and Recreational	\$68,481,946
12	7991	Boat and Canoe Rentals	\$26,994,814
13	7992	Public Golf Courses and Swimming Pools	\$81,249,676
14	7996	Amusement Parks	\$46,576,289
15	7998	Tourist Attractions	\$158,948,949
16	7999	Amusement NEC (not elsewhere classified)	\$151,145,021
17	8420	Botanical and Zoological Gardens	\$699,490
	TOTAL		\$11,624,596,823

*2014 expenditure figures are a preliminary run. The department of revenue will not have final figures until September 2015.
Source: Missouri Department of Revenue



Source: Missouri Division of Tourism FY14 Expenditure Figures

THE MISSOURI TOURISM STORY

The Missouri Tourism Commission champions the sound development of Missouri's travel and tourism industry by overseeing the Missouri Division of Tourism (MDT). Created in 1967 by the 74th General Assembly, MDT is the administrative arm of the Tourism Commission.

The Division of Tourism's budget is computed following legislation passed in 1993, commonly referred to as House Bill 188. This legislation was revised and the sunset extended in 1998, 2007, and 2013. The premise of the funding formula is simple: the tourism industry is one of our state's top industries; as such, the tourism industry generates significant sales tax revenues. The Division of Tourism's budget is determined by comparing growth of these sales-tax-generating revenues, produced by the industry (from the 17 SIC Codes shown on page 4), with the general revenue fund of the state of Missouri. If the industry grows, the Division's budget is increased; if it does not grow, the budget is not increased.

This nationally recognized funding formula was established to provide reliable funding for MDT, allowing the Division to be competitive with other states in promoting tourism. It takes MDT out of the fight for general revenue funds; it DOES NOT increase taxes.

COMMISSION MEMBERS

(at time of printing)

Among other duties, the Commission:

- Recommends programs to promote the state as a top-of-mind travel and tourism destination.
- Employs a director qualified by education, experience in public administration and the use of news and advertising media.
- Promotes the exchange of travel and tourism ideas and information among state and local agencies, chambers of commerce, convention and visitors bureaus, tourism entities, travel-related organizations and individuals.

SCOTT HOVIS
Chairman, Jefferson City

BRENDA TINNEN
Vice Chairman, Kansas City

LT. GOVERNOR PETER KINDER
Cape Girardeau

SEN. DAVID SATER
Cassville

REP. MICHELE KRATKY
St. Louis

REP. DON PHILLIPS
Kimberling City

JOHN JOSLYN
Branson

BENNETT KELLER
St. Louis

ERIC RHONE
St. Louis



MISSOURI'S TOP TOURISM NUMBERS

39.2 million

Total number of visitors to Missouri during FY14

\$15.3 billion

Total economic impact of the FY14 Missouri tourism industry

290,734

Number of Missourians directly employed by tourism businesses in FY14

\$3.99

State tax revenue received by Missouri for every dollar invested in MDT's FY14 budget

\$86

Visitor expenditures in Missouri businesses for every dollar invested in MDT's FY14 budget

+12%

Increase in travelers visiting Official Missouri Welcome Centers

\$277

Amount spent per person/ per trip by FY14 domestic overnight visitors

+184%

Increase in the number of VisitMO Facebook fans in FY14

TOURISM SPENDING AND EMPLOYMENT BY REGION

NORTHEAST REGION		
COUNTY NAME	FY14 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY14 TOURISM-RELATED EMPLOYMENT*
ADAIR COUNTY	\$29,228,284	1,417
AUDRAIN COUNTY	\$18,047,900	521
CLARK COUNTY	\$3,675,572	135
FRANKLIN COUNTY	\$125,547,506	3,655
GASCONADE COUNTY	\$18,887,251	531
JEFFERSON COUNTY	\$212,779,555	6,112
KNOX COUNTY	\$926,454	67
LEWIS COUNTY	\$3,407,557	158
LINCOLN COUNTY	\$38,936,310	1,032
MACON COUNTY	\$17,144,299	497
MARION COUNTY	\$46,863,401	1,467
MONROE COUNTY	\$4,189,951	152
MONTGOMERY COUNTY	\$7,225,685	237
PIKE COUNTY	\$13,921,378	495
RALLS COUNTY	\$5,931,417	156
RANDOLPH COUNTY	\$24,430,749	788
SCHUYLER COUNTY	\$1,394,054	18
SCOTLAND COUNTY	\$2,455,177	65
SHELBY COUNTY	\$1,801,853	94
ST CHARLES COUNTY	\$672,832,788	18,995
ST LOUIS CITY	\$1,396,687,124	25,901
ST LOUIS COUNTY	\$2,377,623,688	60,115
WARREN COUNTY	\$30,573,487	778
TOTAL NORTHEAST REGION	\$5,054,511,440	123,386

NORTHWEST REGION

COUNTY NAME	FY14 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY14 TOURISM-RELATED EMPLOYMENT*
ANDREW COUNTY	\$14,803,132	235
ATCHISON COUNTY	\$9,280,499	212
BUCHANAN COUNTY	\$165,188,199	4,598
CALDWELL COUNTY	\$1,176,992	36
CARROLL COUNTY	\$6,382,661	217
CASS COUNTY	\$107,445,409	3,166
CHARITON COUNTY	\$2,632,694	88
CLAY COUNTY	\$406,362,221	11,943
CLINTON COUNTY	\$9,569,301	256
DAVIESS COUNTY	\$4,902,935	118
DEKALB COUNTY	\$13,801,318	360
GENTRY COUNTY	\$2,233,477	84
GRUNDY COUNTY	\$8,702,014	267
HARRISON COUNTY	\$12,279,925	281
HOLT COUNTY	\$6,414,218	141
HOWARD COUNTY	\$4,638,957	147
JACKSON COUNTY	\$1,792,243,326	39,080
LAFAYETTE COUNTY	\$26,009,815	740
LINN COUNTY	\$9,642,546	288
LIVINGSTON COUNTY	\$18,739,824	486
MERCER COUNTY	\$1,377,873	30
NODAWAY COUNTY	\$25,160,394	998
PLATTE COUNTY	\$277,702,744	5,685
PUTNAM COUNTY	\$984,947	32
RAY COUNTY	\$11,916,333	413
SALINE COUNTY	\$20,924,497	759
SULLIVAN COUNTY	\$1,899,791	12
WORTH COUNTY	\$423,230	16
TOTAL NORTHWEST REGION	\$2,962,839,272	70,688

CENTRAL REGION

COUNTY NAME	FY14 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY14 TOURISM-RELATED EMPLOYMENT*
BENTON COUNTY	\$14,538,217	381
BOONE COUNTY	\$368,416,307	11,145
CALLAWAY COUNTY	\$38,866,600	1,328
CAMDEN COUNTY	\$148,833,137	3,844
COLE COUNTY	\$134,293,305	3,881
COOPER COUNTY	\$16,751,642	875
DALLAS COUNTY	\$12,020,593	394
HENRY COUNTY	\$29,312,992	843
HICKORY COUNTY	\$5,542,812	181
JOHNSON COUNTY	\$56,108,061	2,011
LACLEDE COUNTY	\$49,448,868	1,113
MARIES COUNTY	\$2,879,148	57
MILLER COUNTY	\$30,291,547	709
MONITEAU COUNTY	\$8,217,501	242
MORGAN COUNTY	\$20,110,907	490
OSAGE COUNTY	\$5,359,364	170
PETTIS COUNTY	\$61,874,253	1,642
PULASKI COUNTY	\$69,272,943	2,499
ST CLAIR COUNTY	\$4,372,819	73
TOTAL CENTRAL REGION	\$1,076,511,016	31,878

SOUTHEAST REGION

COUNTY NAME	FY14 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY14 TOURISM-RELATED EMPLOYMENT*
BOLLINGER COUNTY	\$4,283,068	100
BUTLER COUNTY	\$70,668,959	1,792
CAPE GIRARDEAU COUNTY	\$171,420,769	4,174
CARTER COUNTY	\$7,825,200	197
CRAWFORD COUNTY	\$27,155,191	604
DENT COUNTY	\$12,619,616	356
DUNKLIN COUNTY	\$29,120,674	675
HOWELL COUNTY	\$50,899,300	1,241
IRON COUNTY	\$4,652,568	164
MADISON COUNTY	\$7,586,623	257
MISSISSIPPI COUNTY	\$10,111,797	257
NEW MADRID COUNTY	\$24,930,703	427
OREGON COUNTY	\$5,442,143	194
PEMISCOT COUNTY	\$12,310,366	290
PERRY COUNTY	\$19,225,941	560
PHELPS COUNTY	\$73,186,461	2,194
REYNOLDS COUNTY	\$3,530,404	110
RIPLEY COUNTY	\$7,865,834	218
SCOTT COUNTY	\$46,102,015	1,296
SHANNON COUNTY	\$3,524,257	108
ST FRANCOIS COUNTY	\$85,694,173	2,208
STE GENEVIEVE COUNTY	\$12,400,467	500
STODDARD COUNTY	\$25,824,392	642
TEXAS COUNTY	\$13,981,804	381
WASHINGTON COUNTY	\$11,164,055	269
WAYNE COUNTY	\$7,171,548	222
TOTAL SOUTHEAST REGION	\$748,698,328	19,436

SOUTHWEST REGION

COUNTY NAME	FY14 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY14 TOURISM-RELATED EMPLOYMENT*
BARRY COUNTY	\$37,066,536	961
BARTON COUNTY	\$9,663,778	466
BATES COUNTY	\$15,769,541	319
CEDAR COUNTY	\$9,402,923	310
CHRISTIAN COUNTY	\$71,441,515	2,119
DADE COUNTY	\$2,932,862	72
DOUGLAS COUNTY	\$7,220,015	171
GREENE COUNTY	\$622,648,457	17,322
JASPER COUNTY	\$193,105,889	5,040
LAWRENCE COUNTY	\$23,450,514	785
MCDONALD COUNTY	\$10,971,909	348
NEWTON COUNTY	\$88,549,303	2,057
OZARK COUNTY	\$6,159,609	254
POLK COUNTY	\$24,936,423	511
STONE COUNTY	\$147,777,212	986
TANEY COUNTY	\$458,054,235	12,261
VERNON COUNTY	\$17,108,409	485
WEBSTER COUNTY	\$24,909,846	546
WRIGHT COUNTY	\$10,867,791	333
TOTAL SOUTHWEST REGION	\$1,782,036,767	45,346

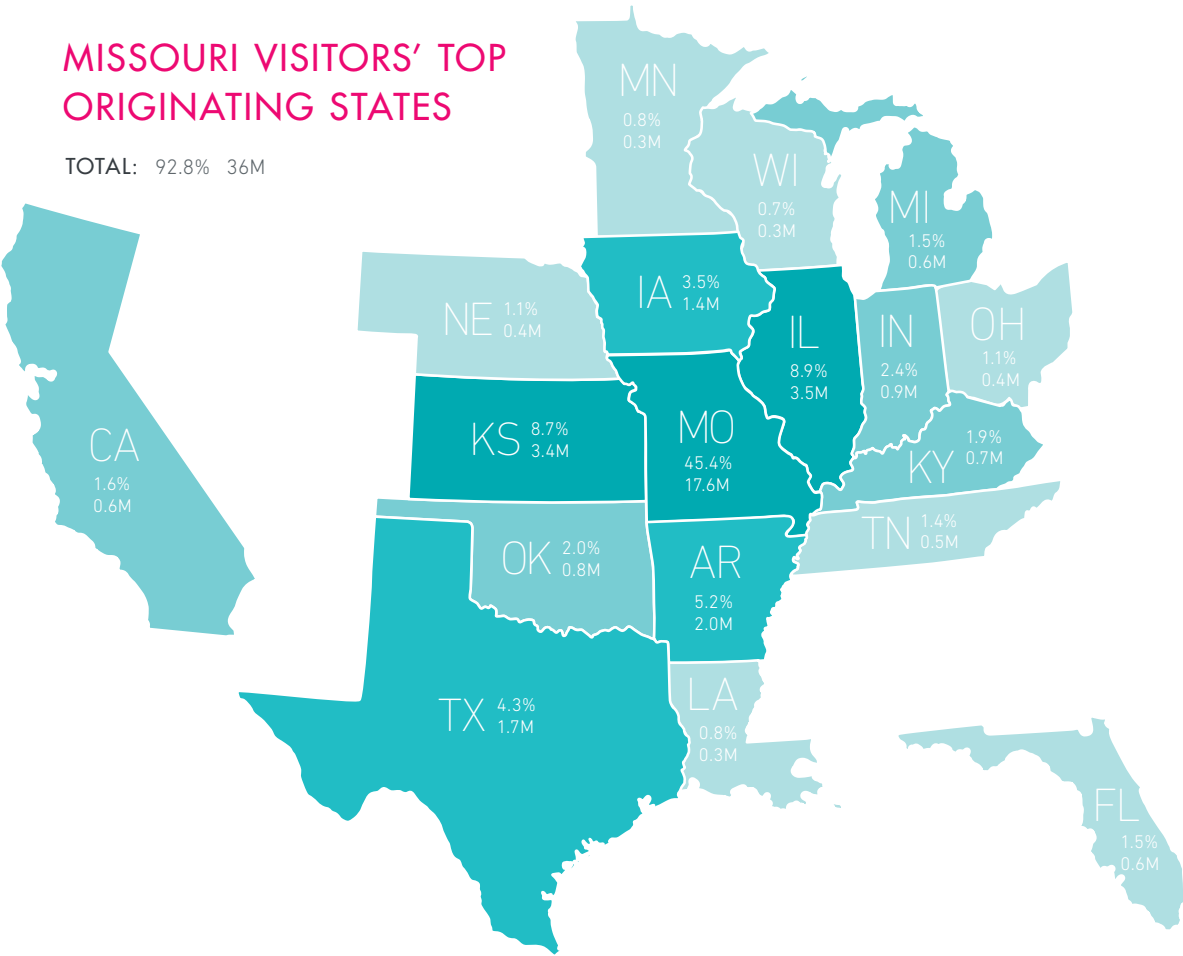
ENTIRE STATE OF MISSOURI

FY14 TOTAL EXPENDITURES IN 17 TOURISM-RELATED SIC CODES*	FY14 TOURISM-RELATED EMPLOYMENT*
\$11,624,596,823	290,734

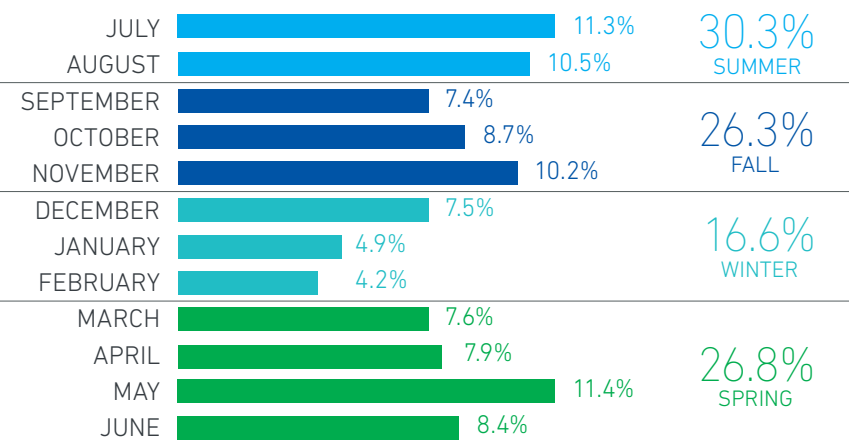
*2014 expenditure figures are a preliminary run. The Department of Revenue will not have the final figures until September 2015.
Source: Missouri Departments of Revenue and Labor and Industrial Relations

MISSOURI VISITORS' TOP ORIGINATING STATES

TOTAL: 92.8% 36M



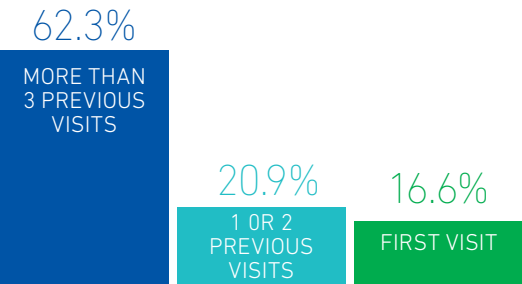
PERCENTAGE OF MISSOURI VISITORS BY MONTH



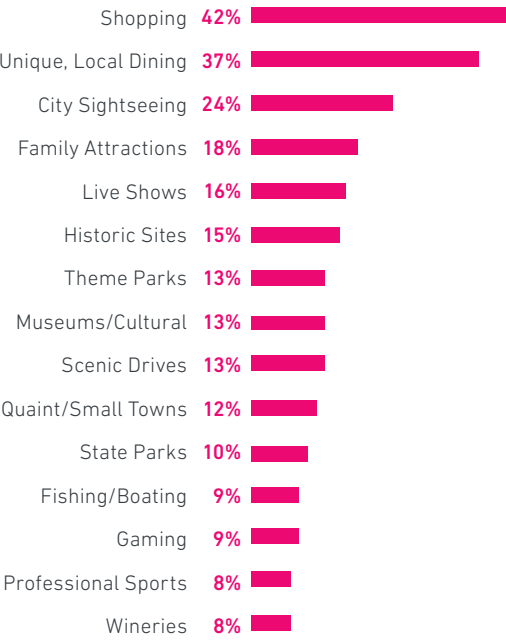
Tourism Economics reports seasons as listed above. MDT's season classifications may vary.
Sources: TNS, Tourism Economics

REPEAT VISITORS TO MISSOURI

Sources: TNS, Tourism Economics

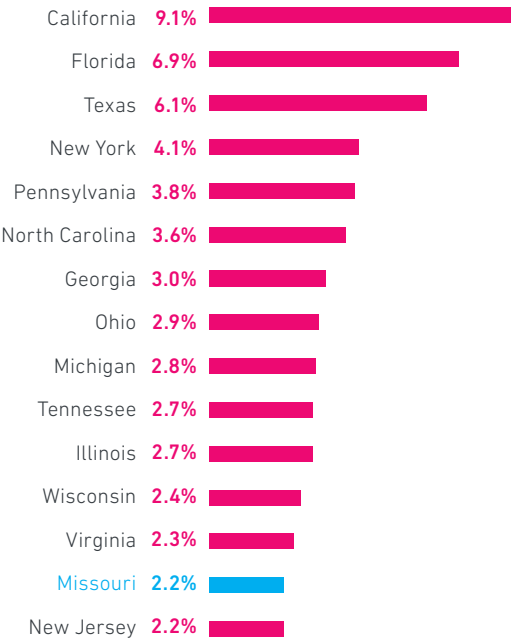


ACTIVITIES WHILE IN MISSOURI



Visitors may fall in one or more category.
Includes only target markets.
Source: SMARI

TOP 15 STATES FOR VISITATION



All Others: 43.2%
Sources: TNS, Tourism Economics

ANNUAL SALES TAX AND EXPENDITURES

YEAR	SALES TAX ON THE 17 SIC CODE SALES*	TOTAL SALES/EXPENDITURES ON THE 17 SIC CODES**
2000	\$316,216,376	\$7,484,411,263
2001	\$317,020,546	\$7,503,444,879
2002	\$323,658,919	\$7,660,566,136
2003	\$327,971,491	\$7,762,638,843
2004	\$346,083,562	\$8,191,326,903
2005	\$362,368,106	\$8,576,759,915
2006	\$384,172,163	\$9,092,832,259
2007	\$405,672,398	\$9,601,713,554
2008	\$430,119,528	\$10,180,343,850
2009	\$427,442,598	\$10,116,984,559
2010	\$421,325,726	\$9,972,206,539
2011	\$434,295,795	\$10,279,190,421
2012	\$462,980,057	\$10,958,107,849
2013	\$469,526,963	\$11,113,064,212
2014**	\$491,139,216	\$11,624,596,823

*Sales tax rate = 4.225%

** 2014 expenditure figures are a preliminary run. The Department of Revenue will not have the final figures until September 2015.Source: Missouri Department of Revenue



DOMESTIC MARKETING SUMMARY

ENJOY THE SHOW CAMPAIGN

Introduced in FY13, the Enjoy the Show campaign continued to rollout throughout FY14. Built around five main activity categories, the Enjoy the Show campaign positions Missouri as an unexpected destination. The campaign is designed to inspire travelers to experience all the state has to offer across the Family Fun, Outdoor Recreation, Arts and Culture, Nightlife and Entertainment, and Sports and Gaming genres.

The integrated creative campaign included television spots, print ads, outdoor billboards, online advertising and social media advertising. In addition to utilizing creative developed for the brand launch, new print ads, digital banner ads and social media advertising were developed in FY14 to extend the Enjoy the Show campaign.

The success of FY14 also set the stage for new advertising opportunities in early FY15 including online native advertising, regional sports partnerships and cinema advertising in conjunction with the release of *Gone Girl* filmed in Cape Girardeau, Missouri.

MEDIA

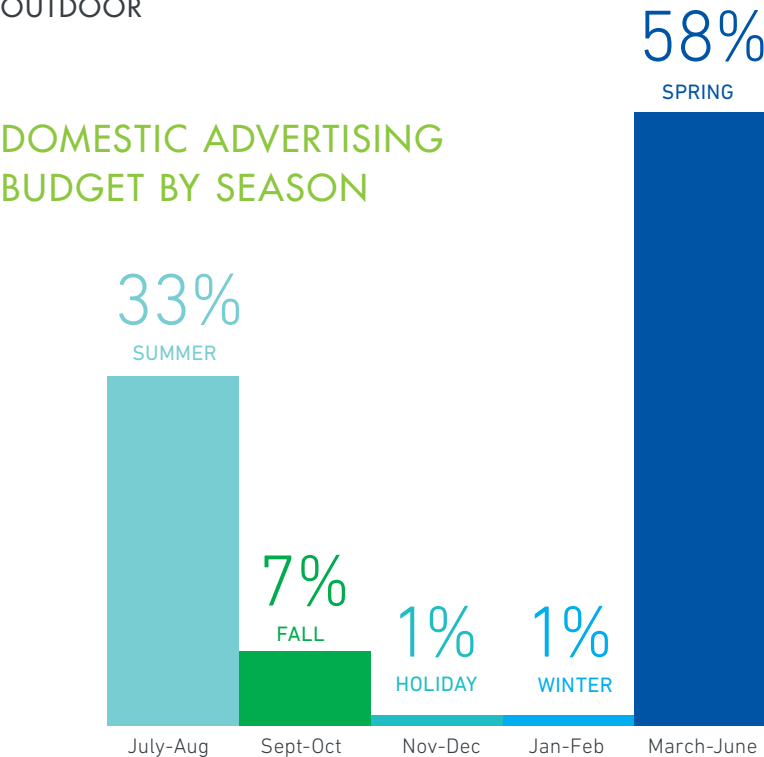
The advertising media plan was designed to keep Missouri top of mind as a destination in priority markets and drive the target audience to VisitMO.com. More specifically, the goals were to maintain a top three share-of-voice position in each of MDT's priority and base markets, and deliver overall advertising awareness levels of more than 50 percent.

Advertising budgets were up 19.9 percent from FY13. This increase was applied to the summer plan to maintain strong brand launch levels. A blend of bookend 15-second and 30-second TV ads, along with negotiated added value elements, allowed Missouri to maximize every dollar and increase overall impression levels.

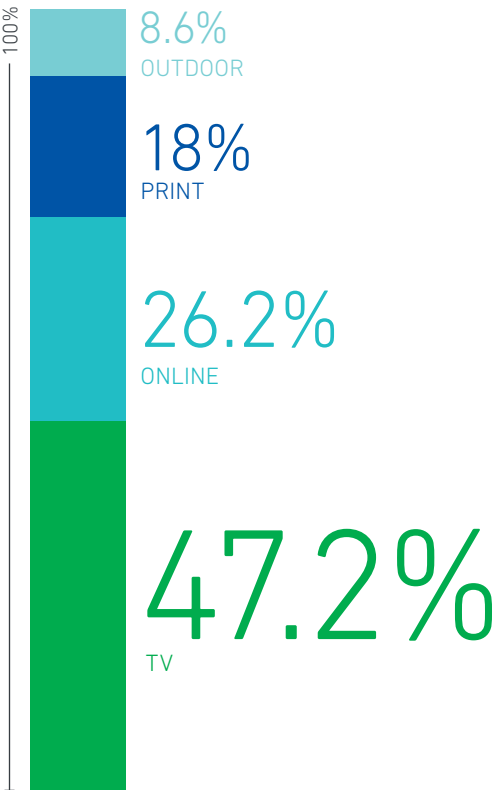
A multi-media approach was used to promote Missouri tourism and reach the target throughout the day:

- TELEVISION
- MAGAZINES
- ONLINE BANNER ADS
- ONLINE VIDEO ADS
- PAID SOCIAL MEDIA VIA FACEBOOK
- LEAD GENERATION
- SEARCH
- OUTDOOR

Target Audiences:
Female travel decision-makers



DOMESTIC MARKETING INVESTMENT BY MEDIUM



WHERE WE MARKET

The FY14 out-of-state target markets were divided into three categories: Opportunity, Established and Spill.

The Opportunity markets included:

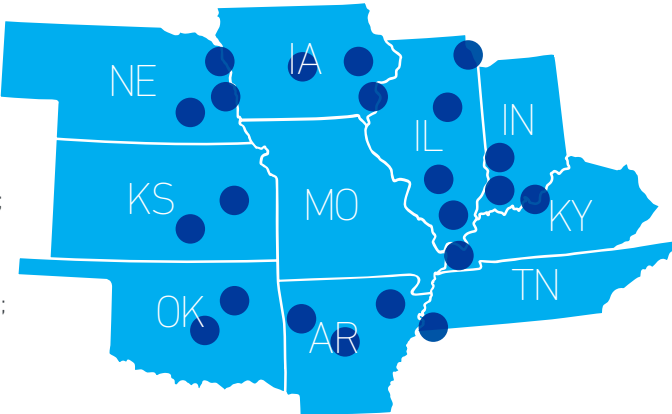
Chicago; Louisville and Memphis

Established markets included:

Cedar Rapids-Waterloo & Dubuque; Champaign & Springfield-Decatur; Des Moines-Ames; Evansville; Ft. Smith-Fayetteville-Springdale-Rogers; Jonesboro; Lincoln & Hastings-Kearny; Little Rock-Pine Bluff; Oklahoma City; Omaha; Paducah-Cape Girardeau-Harrisburg; Peoria-Bloomington; Quad Cities (Davenport-Rock Island-Moline); Sioux City; Terre Haute; Topeka; Tulsa; Wichita-Hutchinson Plus

Spill markets included:

Cincinnati; Milwaukee; Minneapolis-St. Paul; Indianapolis; Dayton; Grand Rapids; Knoxville; Lexington; Madison; Nashville; South Bend-Elkhart; Rochester-Mason City-Austin, MN



EMAIL MARKETING

Email marketing continued as a strong marketing platform for the Missouri Division of Tourism in FY14. The email marketing campaign established communication with potential travelers and maintained ongoing relationships with consumers who were interested in traveling to and within Missouri.

Marketing objectives were to:

- Motivate increased travel to Missouri and increase state tourism revenues by showcasing beautiful, compelling images and exciting creative.
- Reacquaint Missourians and consumers in our target demographic with the wide variety of travel activities in the state.
- Deliver relevant email messages and provide tailored content and trip-planning resources to potential and current travelers according to their areas of interest.
- Drive traffic to our website, VisitMO.com.

The cornerstone of this Customer Relationship Program included bi-weekly emails, written and designed according to travel themes and interests, allowing a focus on seasonal events and attractions. Each of these emails were targeted to a specific audience within the Division's email database according to their geographic location, travel interests, travel activity and previous interaction with the email campaign.

Twenty-eight emails were distributed during FY14, delivering just over 2 million impressions. Of those recipients emails, an average of 15.31 percent viewed the email. Click-thru rates were strong with 3.19 percent of those who viewed an email clicking through to the website, ranking above industry average.

During FY14, the Missouri Division of Tourism, in conjunction with Madden Media, continued to offer banner advertising opportunities within emails. Industry partners could purchase a "featured destination" space or banner ad spot to highlight their destination or attraction at a discounted rate.



COOPERATIVE MEDIA EXCHANGE

The Media Exchange program was first implemented in FY10 and remained a vital part of MDT's co-op plans in FY14. MDT's co-op leadership team continued to work in close partnership with DMOs throughout the state to maintain the program.

The Media Exchange leverages the state in its entirety at every media level possible. The monetary investment made to promote Missouri is viewed as one budget, which provides additional revenue for the state.

Partners shared their media plans with the state so that all plans could be compiled into one master flowchart. This comprehensive flowchart

showcased the efforts of all partners to increase awareness of the state.

The information was then shared with the participating DMOs. Looking at the overall efforts made by all partners allowed us to avoid oversaturation in a market and reduced competition among DMOs. When opportunities for enhancement were found, revisions to existing plans were made.

Compiling this information allowed greater negotiating power on behalf of the state of Missouri and its DMO partners. In the print medium, MDT continued to use the combined volume and frequency of participating partners to develop state rates, so all DMO partners could take advantage of discounted rates.

LEAD GENERATION

Lead generation continues to be a key component of the Missouri Division of Tourism's media plan to drive both distribution of the Official Travel Guide and to increase the size of the state's email marketing database. In 2014, MDT joined with three different lead generation partners. Collectively, these partners generated 30,074 leads through the program in FY14.

Registrants also provided vacation interests, allowing MDT to message interested travelers with highly customized information, discounts and promotions. As we track the activity of these leads with our campaign in the future, we can determine which of our lead generation partners drove the strongest long-term success.

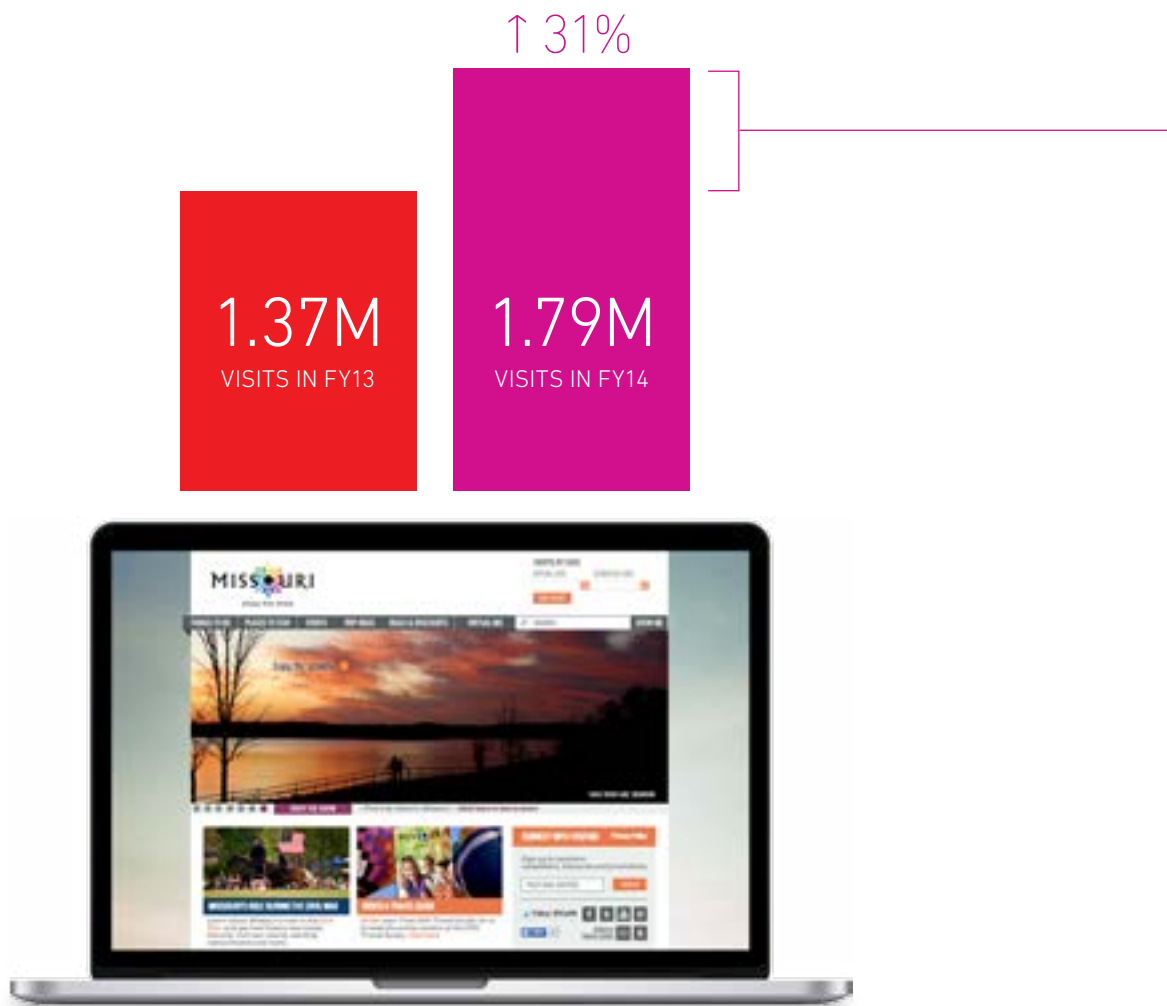
VISITMO.COM

During FY14, VisitMO.com continued to be a focal point of marketing efforts. All forms of advertising (print, digital and television) drove traffic to the site by supporting VisitMO as a planning tool for potential travelers.

As the result of MDT's marketing efforts and supporting activity on social media, VisitMO saw 1.79 million total site visits (desktop and mobile combined) in FY14. This figure represents a 31 percent increase in total site visits over FY13.

Growth among mobile users played a significant role in the increase, with over 488,000 visits logged on the VisitMO mobile site – an increase of 59 percent over FY13.

MDT continually works to improve the user experience on VisitMO.com, and near the end of FY14, launched a significant site-enhancement project. The project offers more options for event-specific searches and new search-refinement tools to help users more easily find the information they seek. The multi-phase project continued into and launched during FY15.



As the result of MDT's marketing efforts and supporting activity on social media, VisitMO saw 1.79 million total site visits (desktop and mobile combined) in FY14. This figure represents a 31 percent increase in total site visits over FY13.



SPOTLIGHT BLOG FY14

Similar to VisitMO.com, MDT's blog site saw a significant increase in traffic during FY14. The Spotlight Blog continued to be a popular resource for social media referrals, with much of the site's traffic coming from MDT's other social outlets, specifically Facebook and Twitter. The Spotlight Blog recorded 63,894 visits during FY14, a 25 percent increase over FY13.

Part of the blog's success is a result of writing partners within the tourism industry. Representatives from chambers of commerce, convention and visitors bureaus, and other tourism organizations around Missouri are frequent contributors to the Spotlight Blog. As a result, they use their respective entity's social outlets to help drive traffic to the blog, which reinforces MDT's promotional efforts.

FY14 BLOG VISITS

JUL	4,710
AUG	4,512
SEP	3,691
OCT	5,994
NOV	4,083
DEC	4,782
JAN	4,818
FEB	3,394
MAR	6,363
APR	4,811
MAY	6,980
JUN	9,756
TOTAL 63,894	



PictureMO on Flickr







PictureMO on Flickr continued to serve as the destination for the Missouri Division of Tourism's outreach to professional photographers. While social media channels encouraged our broader consumer audience to share photography of their trips throughout the state, PictureMO focused on higher quality, professional photography. A quarterly call-to-action was posted to the community, soliciting photography around the themes of: Wintery Missouri Outdoors, Enjoy the Arts, Show-Me Festivals and Best in Show. The photography submitted was used as another source of imagery for the marketing campaign.



The Flickr community grew over 53 percent in number of members, resulting in a 265 percent increase in the number of photos submitted. In addition, the Flickr community also served as a resource for identifying photographers who could become potential communication partners in the future.

SOCIAL MEDIA

During FY14, the Missouri Division of Tourism continued to support a two-fold strategy on social media: consumer-facing channels for travelers and fans of Missouri and industry-facing channels for tourism industry members and the media.

Consumer-facing Channels		Industry-facing Channels
facebook.com/VisitMO		facebook.com/MissouriDivisionofTourism
@VisitMO		@NewsVisitMO
flickr.com/photos/PictureMO		flickr.com/photos/MissouriDivisionofTourism
youtube.com/user/VisitMO		youtube.com/user/MoTourismNewsBureau
Blog.VisitMO.com		News.VisitMO.com
pinterest.com/VisitMO		

Facebook continued to serve as the primary consumer-facing social media platform in FY14. Our goals were to increase the size of the community and increase fan engagement with posted content. The Facebook campaign met with record success as the total number of fans increased by 184 percent to 102,347 fans and engagement nearly doubled to 3.67 percent.

This increase could be attributed not only to engaging content but also to the expansion of Facebook advertising as part of online media. This paid advertising amplified the organic reach of posts and ensured content continued to be seen by the community despite administrative changes by Facebook, which might have otherwise reduced post visibility.

Several distinct content themes were developed to increase fan engagement during FY14 including: Did You Know facts, 12 Days

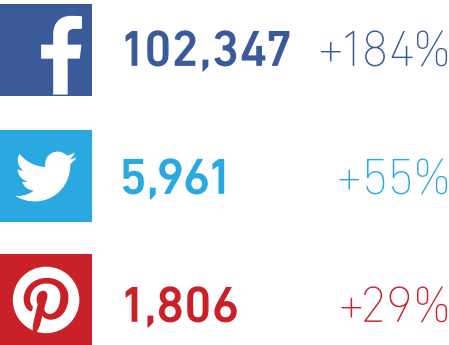
of Missouri holiday gift guide, historic photography on Throwback Thursdays and an Enjoy the Variety Show campaign, which continued to extend the new state tourism brand in unexpected and entertaining ways. The page also expanded the ways in which fan photos and comments were incorporated into content to help put fans in the center of the conversation.

Overall, the social media campaign appeals to Missouri’s biggest fans – those who live in the state and those who visit often. By targeting these individuals, they become the spokespeople for Missouri tourism, commenting on posts and sharing content that subsequently increases the reach and credibility of the page. In essence, the page talks about the attractions and activities that drive tourism in the state and the community becomes the advocates and endorsers of the content to their friends.

Secondary consumer-facing social media channels included Twitter, Pinterest and YouTube. MDT staffers continued to utilize staff Twitter accounts for both consumer engagement as well as industry conversation during conventions and conferences. The @VisitMO consumer-facing Twitter account increased its follower count by 55 percent. The Pinterest channel increased followers 29 percent in FY14 and continued to be utilized as a source of content for the email marketing campaign as well as Facebook and Twitter. The VisitMO YouTube channel delivered 464,065 views and 272,256 total minutes watched.

Collectively, the social media channels increased brand awareness for Enjoy the Show by reaching both fans and potential travelers on the platforms they use the most throughout the day. In addition to driving conversation about Missouri in social media, the page also serves as a powerful tool for driving people to VisitMO.com and the Spotlight blog.

VISITMO SOCIAL MEDIA



OFFICIAL TRAVEL GUIDE

In FY14, Missouri Division of Tourism staff focused on producing the 2015 Official Missouri Travel Guide, MDT's largest print fulfillment piece.



The travel guide supports traditional marketing efforts by utilizing creative elements (such as MDT's brand logo) and key message points (the variety of activities available in Missouri) to inspire travelers as they progress through the consumer funnel, from dreaming to planning to taking a trip.

The travel guide reinforces MDT's public relations initiatives, which in 2015 focus on family friendly outdoor recreation. As such, the cover image for the 2015 edition features a kayaker enjoying an outing on Stockton Lake at Stockton State Park.

In total, 375,000 copies of the 2015 Official Missouri Travel Guide were printed, an increase of 50,000 from the previous year. The opportunity to have guides distributed in two Midwest markets was a significant factor in the decision to increase the print run.

Through its advertising agency of record, H&L Partners, MDT secured agreements for 120,000 copies of the travel guide to be polybagged with and delivered to readers of the Chicago and Louisville city magazines. Both Chicago and Louisville are considered opportunity markets for MDT's advertising and public relations initiatives.

Official Missouri Travel Guides are distributed at Missouri's nine Official Welcome Centers, eight Affiliate Welcome Centers and other key distribution points, including MDT's 800-call center, chambers of commerce, convention and visitors bureaus, the Missouri State Fair, trade shows and tourism-related businesses. Travel guides also are available via the VisitMO website.

Although the Internet is the leading resource for planning, printed guides continue to be a valuable tool for travelers.

A study completed in FY14 by researchers at Temple University and MDT's publishing partners at Madden Media suggests the Missouri Travel Guide* influenced several positive behaviors among travelers. Survey respondents said information in the travel guide enticed them to add attractions or activities to their itineraries, spend more money and extend their stays. Additionally, 88 percent of survey respondents said the travel guide helped improve their overall vacation experience in the Show-Me State.

*For this study, respondents were asked about their interactions with the 2013 Official Missouri Travel Guide.

WELCOME CENTERS

In FY14, more than half a million people visited MDT's Official Welcome Centers. At Welcome Centers, travelers learn more about Missouri from MDT staff members who have completed the Missouri State Travel Counselor Certification Program. These centers offer travelers a safe place to stop, stretch and research travel information. Customers who visit one of our centers enhance their vacation and recreational choices and, thus, generate additional revenue for the state of Missouri. Timely travel information is available including weather forecasts and radar, winter road conditions and construction work zones throughout the state. Picnic, dog walking and playground areas further enhance the visitors' overall traveling experience.

MDT works cooperatively with municipal governments, chambers of commerce and convention and visitors bureaus to support affiliate welcome centers who meet inspection guidelines.



COOPERATIVE MARKETING

MDT partners with qualified destination marketing organizations to advertise and promote the state's many and varied tourism assets. The Division's Cooperative Marketing Program invests in dynamic marketing projects designed to increase visitation and visitor spending.

The Cooperative Marketing Program is the second largest annual investment, representing 23.43 percent of the Division of Tourism's annual marketing budget. In order to reach the goals established in the MDT strategic plan, the goals of the Cooperative Marketing Program must be aligned with those of the strategic plan, and marketing execution aligned with the tactics outlined in the MDT annual marketing plan.

FY14 HIGHLIGHTS

Missouri must prioritize its time, energy and budget to maximize our efforts, focusing only on programs that create and add value for the state and industry partners and provide a return on investment. Tactically, that includes utilizing advertising, earned media and the travel trade industry.

MDT's investment in 56 high-quality, performance-based projects that meet the

Over the last three years, MDT explored opportunities to enhance and streamline the structure of the Cooperative Marketing Program for FY15 and beyond. We conducted meetings across the state to seek input on best practices and opportunities for the future. Our goal has been to continue the strengths of the current program; build upon the research, growth market opportunities and underutilized assets of MDT; and streamline the administrative requirements for efficiency and ease of planning and implementation. With the support of the Missouri Tourism Commission, the new Promote Missouri Fund was launched July 1, 2014. Additional Promote Missouri Fund information can be viewed at Industry.VisitMO.com.

Division's goals of increasing visitation and tourism expenditures generated 3.2 billion consumer impressions.

Following the completion of each funded project, participants submitted summary reports assessing the outcome of the funded marketing activities. These outcomes were compiled and analyzed in the Program Summary Report, which may be viewed at Industry.VisitMO.com.



COOPERATIVE MARKETING AWARDS

The funding amount available to a certified Destination Marketing Organization (DMO) is determined by the maximum amount allocated per Missouri county and the certification level of the countywide DMO. Detailed information on the funding types and categories can be found in the "Cooperative Marketing Guidelines," which may be viewed at Industry.VisitMO.com.

DMO NAME	COUNTY DESIGNATIONS	AWARDS
Branson/Lakes Area Chamber of Commerce/CVB	Taney	\$441,000
St. Louis CVC	St. Louis City/St. Louis County	\$441,000
Visit KC	Western Jackson/Clay	\$436,778
Springfield CVB	Greene/Polk/Christian	\$418,000
Lake of the Ozarks Tri-County Lodging Association	Camden/Miller/Morgan	\$198,928
City of St. Charles Tourism Department	St. Charles	\$187,710
Table Rock Lake Chamber of Commerce	Stone	\$138,000
Buchanan County Tourism Board d/b/a St. Joseph CVB	Buchanan	\$133,414
City of Independence Tourism Department	Eastern Jackson	\$97,744
City of Columbia CVB	Boone	\$81,353
Jefferson City CVB	Cole	\$49,912
City of Lebanon	Laclede	\$39,893
Cape Girardeau Chamber of Commerce/CVB	Cape Girardeau	\$37,005
Washington Area Chamber of Commerce	Franklin	\$26,675
City of Ste. Genevieve Tourism Department	Ste. Genevieve	\$24,850
City of Sikeston d/b/a Sikeston CVB	Scott	\$24,065
Sedalia Convention and Visitors Bureau	Pettis	\$14,778
Clinton Tourism Association, Inc.	Henry	\$10,000
Carthage CVB	Jasper	\$9,950
Marshall Chamber of Commerce	Saline	\$5,000
City of Hermann Tourism	Gasconade	\$5,000
City of Hannibal CVB	Marion/Ralls	\$5,000
Kirkville Area Chamber of Commerce	Adair	\$4,357
Platte County Visitors Bureau	Platte	\$3,000
City of Boonville Tourism Department	Cooper	\$2,600
Total Awards		\$2,836,012

MISSOURI JEWELS PROGRAM

Missouri Jewels is a two-year, entry-level tourism marketing program for counties that contain promising tourism assets. The objective is to assist these counties in developing sustainable tourism marketing programs.

ORGANIZATION NAME	COUNTY	AWARD
Pike County Tourism Commission	Pike	\$2,050
Total Award		\$2,050

CIVIL WAR 150 PROMOTION AWARDS

In conjunction with the Cooperative Marketing Program, the Civil War 150 Promotion provides matching funds for performance-based marketing projects that are designed to increase exposure and attendance of Missouri Civil War 150 events and attractions.

ORGANIZATION NAME	COUNTY	AWARDS
Clinton County Historical Society, Inc	Clinton	\$5,000
Mark Twain Home Foundation	Marion	\$4,750
Eminence Area Arts Council	Shannon	\$3,424
Missouri's Civil War Heritage Foundation, Inc.	Multiple Counties	\$3,325
Total Awards		\$16,499

PARTNERSHIPS



INDUSTRY PARTNER OPPORTUNITIES

SEM PARTNERSHIP PROGRAM

The Division of Tourism's SEM Partnership Program provides the opportunity for a coordinated strategy in the implementation of pay-per-click search engine marketing for the Division and our destination marketing organizations throughout Missouri.

PARTNERS	COUNTY	MATCHING FUNDS
Branson/Lakes Area Chamber of Commerce/CVB	Taney	\$18,000
Visit KC	Western Jackson/Clay	\$18,000
Lake of the Ozarks Tri-County Lodging Association	Miller/Morgan/Camden	\$18,000
Springfield CVB	Greene/Polk/Christian	\$18,000
Buchanan County Tourism Board d/b/a St. Joseph CVB	Buchanan	\$18,000
City of St. Charles Tourism Department	St. Charles	\$18,000
Sedalia Convention and Visitors Bureau	Pettis	\$18,000
City of Hermann Tourism	Gasconade	\$12,000
Cape Girardeau Chamber of Commerce/CVB	Cape Girardeau	\$10,600
City of Hannibal CVB	Marion/Ralls	\$9,600
Lake of the Ozarks Golf Council	Miller/Morgan/Camden	\$7,650
Jefferson City CVB	Cole	\$6,000
Pulaski County Visitors Bureau	Pulaski	\$5,600
City of Sikeston d/b/a Sikeston CVB	Scott	\$4,950
City of Columbia CVB	Boone	\$3,600
Carthage CVB	Jasper	\$3,000
Joplin CVB	Jasper	\$3,000
Table Rock Lake Chamber of Commerce	Stone	\$3,000
City of Ste. Genevieve Tourism Department	Ste. Genevieve	\$2,250
Washington Area Chamber of Commerce	Franklin	\$2,000
Greater Chillicothe Visitors Region	Livingston	\$750
Total Match		\$200,000

TEAMS CONFERENCE

The Division encourages economic development through the promotion and recruitment of sporting events across the state involving amateur, collegiate and professional sports organizations. The Division invested \$15,000 and partnered with eight industry partners at the TEAMS Annual Conference held in Las Vegas, Nevada.

GROUP TOUR

In FY14, the Division of Tourism expanded its outreach to the group travel market by attending trade shows catering to professional travel planners. These tour operators are for-profit companies who package, market and sell multiple vacation elements to consumers, including air or surface transportation arrangements and accommodations.

Package tours are generally sold to the public through travel agents and/or group leaders. Organizations primarily engaged in providing accommodations, food, outfitter services, tour guides, river cruises or destination marketing organizations are considered industry “suppliers.” While the traditional group model of traveling with predetermined itineraries by motor coach continues to be important, particularly with senior travelers, more individualized packages appeal to other demographic segments, including Baby Boomers and Generation X, reunions, collegiate trips, “mancations” and girlfriend getaways.

At these shows, planners share their interests, and MDT distributes those leads to the Missouri travel and tourism industry. Each lead has the potential to bring groups of up to 54 people per coach to the state. The latest research shows groups traveling by motor coach spend approximately \$22,000 per motor coach. More than 150 leads were gathered in FY14 representing a potential for more than \$3 million in revenue.

- **The Student Youth Travel Association, SYTA**, is a professional trade organization comprised of tour operators, travel agencies and suppliers, that caters to those who plan travel for young people. After not attending the annual conference for many years, Missouri generated enthusiastic interest at the August 2013 show. The event will be held in Branson in 2015.

- The **American Bus Association (ABA)** is the largest motor coach organization in North America, serving motor coach operators and tour companies in the United States and Canada. In FY14, MDT continued the momentum created by the announcement that the 2015 ABA Marketplace would be held in St. Louis. We partnered with St. Louis and other Missouri destinations to host the closing night event in Nashville and encourage attendance when the show comes to Missouri. Throughout the evening, various regional fare was served to correlate with areas of the state, and attendees were encouraged to “picture themselves there” by enjoying photo booth images from across Missouri. The tour operators could use these personalized images when selling group tours across the state.
- The **National Tour Association (NTA)** hosts its convention annually for travel professionals planning trips to, from and within North America.
- Missouri’s travel and tourism industry targets planners working with regional bank travel clubs through its own show, **Missouri Bank Travel Exchange**. This show is produced by the Missouri Travel Council.
- A select group of distinguished tour operators from the U.S. and Canada joined together to form **Travel Alliance Partners (TAP)**. This member-owned organization limits the number of suppliers who can participate in its annual show, called the TAP Dance.

INTERNATIONAL

The National Travel and Tourism Strategy, published in 2012, set a target of attracting and welcoming 100 million visitors and \$250 billion in annual spending by 2021. Given the U.S. Department of Commerce projection of an annual growth rate of approximately 4 percent, the United States is on track to meet this goal. Considering the average international traveler spends more time and more money, significant incremental demand is being created.

Missouri welcomed more than 370,000 international travelers in 2013 and, since the average international traveler spends more time and money, incremental demand grows as a result.

- International travelers stay 3.6 days compared to 2.9 days for domestic travelers
- The average international visitor spends \$776 dollars on a trip compared to \$543 for a domestic traveler

The public-private partnership of Brand USA (BUSA), through the passage and renewal of the Travel Promotion Act, has allowed us to showcase Missouri in international markets we could not have reached on our own. This partnership has enabled us to entice visitors from around the world to enjoy a variety of Missouri experiences. Our efforts have focused on intergenerational family fun, diverse entertainment offers, Missouri’s outdoor resources and the history and charm of our communities, from bustling cities to picturesque small towns. Additionally, we’ve put a spotlight on unique assets such as The Great River Road, The Way of American Genius (Highway 36), Route 66, the Old Trails Region, the Mark Twain National Forest, Ozark National Scenic Riverways, the Pony Express Trail, the Lewis and Clark Trail and activities in the Ozarks.

During FY14, MDT worked to create a cooperative program that allowed costs to be shared by BUSA, MDT and Missouri tourism entities. Thirteen partners took advantage of the program, enhancing city pages on the Discover America website and creating native content videos, which involve a host showcasing

a destination in the language(s) of the target market. Those videos are available on the destination’s Discover America page and for other uses. Other programs provided within the Co-op included layouts in the Inspiration Guide, which is BUSA’s fulfillment piece, and a multi-channel campaign composed of newspaper, email and digital impressions in Canada.

U.S. Travel Association’s IPW

In June, MDT partnered with the Springfield CVB at this show in Chicago. Missouri’s booth was strategically positioned next to the St. Louis CVC and Branson CVB, creating vast exposure for the international travel professionals attending the show. We also partnered with National Geographic to host the “Digital Nomad,” Andrew Evans, who explored Route 66 after the show concluded.

Mississippi River Country (MRC)

is a consortium of 10 states along the Mississippi River that market the Great River Road domestically and to the Japanese market. MDT’s director continued her chairmanship of this organization in FY14.

In June, MDT participated in a three-state familiarization tour for Japanese media focused on culinary attractions. Staff escorted the journalists and introduced them to many of Missouri’s best food experiences.

Travel South USA

During FY14, MDT continued its research into Travel South USA (TSUSA) in preparation of joining in FY15. TSUSA promotes travel to the southern region of the U.S.. Membership will allow MDT to further expand its reach into the domestic travel trade and international markets through regional partnerships as repeat visitors seek new areas of the U.S. to visit and explore.

PUBLIC RELATIONS

MEDIA TRACKING

The total advertising equivalency for FY14 was approximately \$12.7 million. Monthly and quarterly values are found on the table at the right. Below is a brief look at some of the top media clips for FY14.

FY14 ADVERTISING EQUIVALENCY MONTHLY/QUARTERLY

\$1,121,556.99	JUL	2013
\$2,922,944.12	AUG	
\$1,490,413.69	SEP	
\$5,534,914.80	Q1	
\$1,479,549.61	OCT	2013
\$564,561.82	NOV	
\$974,366.54	DEC	
\$3,018,477.97	Q2	
\$491,223.71	JAN	2014
\$163,053.17	FEB	
\$697,547.22	MAR	
\$1,351,824.10	Q3	
\$1,518,749.41	APR	2014
\$711,471.54	MAY	
\$567,988.82	JUN	
\$2,798,209.77	Q4	
\$12,703,426.64	TOTAL	

PREMIUM MEDIA CLIPS

DATE	MEDIA OUTLET	ARTICLE TITLE
7.3.13	Mainstreet.com	Untraditional Fourth of July Traditions (National Tom Sawyer Days)
10.4.13	Indianapolis Star	Five Road Trips Outside Indiana to View Fall Beauty
10.7.13	Fodors	America's 20 Best Dessert Spots (Bailey's Chocolate Bar, Crown Candy Kitchen)
12.10.13	LonelyPlanet.com	Top 10 U.S. Travel Destinations for 2014 (Kansas City)
12.12.13	USA Today	10 Great Theme Parks for the Holidays (Silver Dollar City, Branson)
12.17.13	Los Angeles Times	Top 14 New Water Slides for 2014 (Kapau Plummet, Branson)
1.2.14	CNN	50 States, 50 Spots for 2014 (Negro Leagues Baseball Museum)
1.10.14	MSN.com	The Very Best Bike Trails in the World (Katy Trail)
3.2.14	CNN	World's 15 Most Beautiful Concert Halls (Kauffman Center for the Performing Arts)
5.10.14	Field and Stream	The Official 100 Next Best Places to Hunt and Fish in the U.S. (various sites)
5.19.14	St. Louis Post-Dispatch	PGA Golf With Nicklaus, Trevino, Watson Comes to Branson June 4



MEDIA TRACKING COOPERATIVE PROGRAM

During FY11, MDT developed a cooperative media tracking program, providing access to the Division of Tourism's media tracking service at a subsidized cost. The program allowed participating CVBs access to online media coverage and an extensive contacts database. St. Joseph CVB began participating at the start of the program and continued to participate throughout FY14.

COMMUNICATIONS PARTNERSHIPS

Tom Uhlenbrock

MDT and the Missouri Department of Natural Resources collaborate with Tom Uhlenbrock, a renowned travel writer (formerly of the *St. Louis Post-Dispatch*), to amplify our Missouri message. Articles and photos submitted by Uhlenbrock help populate blog entries and various MDT sites, and they contribute to travel writer pitches and news releases.

Aaron Fuhrman

Aaron Fuhrman, professional photographer and dedicated family man, partnered with MDT to document his family's vacation to southwest Missouri in June 2014. For one week, Aaron, his wife and four children documented their adventures which included hiking, biking, fishing, boating and sightseeing. This content (photography and video) was packaged and distributed across the MDT website, email, social platforms and paid advertising.

Scott Pauley

Scott Pauley, professional fisherman, represents MDT in promoting outdoor recreation and education throughout the Midwest. Pauley competes in professional fishing tournaments and never misses an opportunity to promote Missouri in media interviews, educational appearances and through branded equipment.

Consumers can follow Pauley on Twitter @FishinMO, where he offers tips on great fishing spots and the best equipment. Pauley also uses his Twitter channel to answer questions and offer advice about Missouri's outdoor opportunities.

TOURISM'S LEGACY

1993 — House Bill 188 passed. It created a funding mechanism, becoming a national model, for a dependable revenue source for the Division of Tourism. This legislation set aside a percentage of tourism-generated tax revenue for further tourism promotion, while requiring no tax increases. Received an Odyssey Award for support of the passage of HB 188 – presented by the Travel Industry Association of America for tourism awareness.

1995 — MDT began the performance-based Cooperative Marketing Program, affording the Division the opportunity to partner with certified, not-for-profit destination marketing organizations, on a dollar-for-dollar basis, for qualified tourism marketing projects.

1998 — Legislation passed to extend the MDT's supplemental funding source through 2004.

1999 — Received a Creativity Award for Marketing and Promotion in a Niche Market, from the National Council of State Tourism Directors (NCSTD). Chris Jennings, MDT's Director, was elected Chairman of the NCSTD. Chris Jennings named NCSTD State Tourism Director of the Year.

2000 — Received a Mercury Award for creativity in television advertising from the NCSTD. Lt. Governor Roger Wilson was inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Joel Pottinger, Director of the Lake of the Ozarks CVB. Chris Jennings re-elected Chairman, NCSTD.

2001 — FY94 base appropriation was paid back. A provision in HB 188 stipulated the original FY94 base appropriation was to be paid back to the state by 2004. MDT paid it off three years early. Gov. Mel Carnahan was inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Kirk Hansen, PR Director, Fantastic Caverns.

2002 — Odyssey Award, from the Travel Industry Association of America, was presented to MDT for its international advertising campaign. Don Morrison, TWA, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. Sidney Johnson.

2003 — HB 1620 extended the sunset clause of HB 188 through the year 2010. Sam Allen, former tourism director of the Lebanon Convention and Visitor Center, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Rep. Ken Fiebelman.

2004 — Received a Mercury Award for technical marketing from NCSTD. Received an Odyssey Award from the Travel Industry Association of America for MDT's cultural advertising campaign. Sen. Doyle Childers inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. John Russell.

2005 — Joel Pottinger, Director, Lake of the Ozarks CVB, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Lt. Governor Joe Maxwell.

2006 — Received a Mercury Award for creativity in radio advertising from NCSTD. Marci Bennett, Executive Director, St. Joseph CVB and MACVB, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Dale Amick, Legislative Consultant, Missouri Travel Council.

2007 — HB 205/SB 376 extended the sunset clause of HB 188 to the year 2015. Former State Representative Herb Fallert inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Chip Mason, Director of Government Relations, Herschend Family Entertainment.

2008 — Pat Amick, Executive Director, Missouri Travel Council, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Gary Figgins, Publisher, Show-Me Missouri Magazine. MDT introduced the Missouri Jewels Program, designed to assist emerging tourism destinations in developing an effective, robust marketing program.

2009 — Received a Gold Adrian Award for the "Stay Close" advertising campaign. Presented by the Hospitality Sales and Marketing Association International (HSMIAI). Received a Ranly Award for the Best Entire Issue for the 2009 Official Missouri Vacation Planner. Presented by the Missouri Association of Publications. Gene and Eleanor Maggard, owners of Akers Ferry Canoe Rental and Campgrounds, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Sen. John Griesheimer. Welcome Center Marketing Research Study completed. J. Desmond Slattery International Professional Marketing Research Award presented to MDT by the Travel and Tourism Research Association (TTRA) for the Missouri Welcome Center Marketing Research Study. Sarah Luebbert, MDT's Communications Director, was elected to Mid-MO Public Relations Society of America (PRSA) Board of Directors. Dee Ann McKinney, MDT's Research Manager, was elected President-TTRA.

2010 — Received three Gold Adrian Awards from HSMIAI: for the VisitMO.com/ideas website; the overall "Stay Close" advertising campaign; and Synched Web banners. Awarded two Ranly Awards from the Missouri Association of Publications: for Best Website Homepage, for VisitMO.com; and Best Entire Issue-Government and Public Services, for the 2010 Missouri Travel Guide. Kirk Hansen, PR Director, Fantastic Caverns, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Rep. Maynard Wallace. Dee Ann McKinney, MDT's Research Manager, was elected Chairman of the Board-TTRA.

2011 — Received a Platinum Adrian Award for the "Don't Take Less of a Vacation, Take a Vacation for Less in Missouri" advertising campaign, presented by HSMIAI. Received Gold Adrian Awards from HSMIAI for MDT's fishing and skiing television commercials. VisitMO.com received a B2 Award of Excellence from the Business Marketing Association (BMA) for results and design. Pat Jones, philanthropist, inducted into the Missouri Tourism Hall of Fame. Sen. Emory Melton Legislative Award presented to Tracy Kimberlin, President/CEO, Springfield CVB.

2012 — Katie Steele Danner assumed chairmanship of Mississippi River Country. Maureen Rone was inducted in the Missouri Tourism Hall of Fame. Rep. Don Ruzicka received the Sen. Emory Melton Legislative Award.

2013 — Received one Platinum Adrian Award, six Gold Adrian Awards, one Silver Adrian Award and three Bronze Adrian Awards from HSMIAI for Enjoy the Show advertising campaign. Dee Ann McKinney, MDT's research manager, received the 2013 Missouri State Employee Award of Distinction for Public Service and the 2013 TTRA President's Award. Rep. Don Phillips was successful with his sponsorship of HB 316 which ensures Missouri's tourism funding mechanism will not sunset until the year 2020.

2014 — Missouri hosted the inaugural Legends of Golf PGA tournament at Top of the Rock Golf Course in Branson. MDT joined Travel South USA, a regional cooperative that promotes travel to the southern United States. MDT rolled out the Promote Missouri Fund, a streamlined cooperative marketing program. John L. "Johnny" Morris inducted in Tourism Hall of Fame. Rep. Anne Zerr awarded the Sen. Emory Melton Award for her work promoting full funding of MDT.

2014 MISSOURI TOURISM AWARDS

Presented at the annual Governor's Conference on Tourism

HALL OF FAME

Tourism's highest honor, this recognition is given to the person who has supported and made outstanding contributions to Missouri's tourism industry for at least 10 years, while leaving a lasting, positive impression on the state's economy.

Recipient: **John L. "Johnny" Morris**

SEN. EMORY MELTON LEGISLATIVE AWARD

This award is presented to a legislator or tourism industry leader who worked closely with the legislative process to promote the value of the tourism industry.

Recipient: **Rep. Anne Zerr**

AMBASSADOR AWARD

This award is given to the person who supported the promotional efforts of Missouri's attractions through involvement with MDT projects, providing publicity that helps travelers better enjoy their Missouri experience.

Recipient: **Danene Beedle, Marketing Director, Missouri Wine and Grape Board**

MARKETING CAMPAIGN AWARD

This award recognizes achievement in integrated marketing campaigns leading to increased visitation.

Recipient: **Missouri Star Quilt Company, Hamilton**

NAVIGATOR MEDIA AWARD

This award is given to a media entity that has demonstrated outstanding support and promotion of Missouri Tourism through stories and images.

Recipient: **Travel Planners Radio Show, featuring Kevin and Sue McCarthy, St. Louis**

SPOTLIGHT AWARD

This award recognizes an individual, business or organization not usually considered part of the tourism industry for noteworthy contributions spotlighting Missouri as a destination.

Recipient: **Dr. Robert Vartabedian and the Walter Cronkite Memorial at Missouri Western University, St. Joseph**

PATHFINDER AWARD

This award is presented to trailblazing marketers who successfully promote and build niche markets.

Recipient: **Gateway Arch Marketing/Bi-State Development Agency, St. Louis**

INNOVATOR AWARD

This award is given to smaller tourism entities that achieve great results with small budgets.

Recipient: **Newton County Tourism Council**

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